



**Kentucky  
Department  
of Agriculture**

**A Consumer  
Protection And  
Service Agency**

# **MARKETING MATTERS**

**Office of Agriculture Marketing and Product Promotion  
100 Fair Oaks Lane, 5th Floor  
Frankfort, KY 40601 Phone 502-564-4983  
www.kyagr.com**

**Volume No. 7 Issue No. 3**

**Released August 22, 2006**

**Published Quarterly**

## **Wineries Offer A 'Taste' of Kentucky**

**By Bill Holleran**

Of all the great escapes Kentucky offers, some of the best-kept secrets are the many wineries that have sprung up across the state over the last 10 years. One of these agritourism destinations is the Smith-Berry Winery located in New Castle.

Owners Charles and Mary Smith began transitioning from their tobacco, beef cattle, organic vegetable, and free-range poultry operation four years ago to a winery in hopes of "saving the family farm," said Charles Smith, who was looking for something that provided year-round income and could sustain his family through the next generation. Charles Smith, who is no stranger to hard work, has farmed the Henry County hills since his childhood and is one of few people who can say farming is his full-time occupation. Smith has raised tobacco, dairy and beef cattle, vegetables, free-range poultry and grapes on his 180 acres in Henry County. He is also an active member of the community, having served as a volunteer fireman for many years. Today he focuses his efforts on the vineyard and winery that have become a destination for many Louisville and Lexington residents.

With help from wife Mary and daughters Katie, Virginia and Tanya, Charles has made this operation truly a family business. "We are very fortunate to have family and friends who help with press releases and help out with special events for free," said Charles Smith. The Smiths host events on the second and fourth Saturdays of the month that feature live bands and down-home cooking. Dinner begins at 6 p.m. followed by live music at 6:30. The Smith family also prepares the food for the 350-400 guests they serve twice per month each summer. They cook fresh local sweet corn, green beans, tomatoes, coleslaw and meats from Boone's in Bardstown. They offer



*Vintner Chuck Smith provides a taste of limited edition oak barrel-aged wine*

wines by the bottle or glass. There is also an art gallery on the property with creations by Kentucky artists that are available for sale.

Smith-Berry Winery is known for its Norton Dry Red and this month will release its first 100 percent estate-grown wines. The grapes were picked in 2004. Smith currently raises five acres of wine grapes and also purchases local French Hybrid and American grapes that meet his criteria.

"Grapes are hard to raise. It's not like growing tobacco.

It's not as hard, but it's more time consuming. It takes dedication," Smith said. Smith encourages farmers thinking about starting a vineyard to start slow. "Talk to a winery before you start and find out what variety of grapes they want and when they want them. You need to provide a quality product in a timely manner," said Smith. He said most farmers will need a contract to sell their grapes to a winery and should be able to deliver them during the week since most wineries are too busy on weekends to accept deliveries.

Smith utilized research from universities and extension publications such as Missouri's grape spray guide to help him learn about raising grapes and preventing production pitfalls before they occur. If you are interested in more information about Smith-Berry Winery, visit its Web site at [www.smithberrywinery.net](http://www.smithberrywinery.net).

If you are interested in other Kentucky wineries, watch for a new Web site being developed for Kentucky's wine industry sponsored by the Kentucky Grape and Wine Council in conjunction with the Kentucky Department of Agriculture. Visit KDA's Web site at [www.kyagr.com](http://www.kyagr.com) for more information on horticulture programs and opportunities, with links to various resources on grape production.

# KDA Sponsors Bus Tour for Nursery Industry

## Staff Report

Representatives of the Kentucky Department of Agriculture, the University of Kentucky, and the Kentucky Nursery and Landscape Association joined forces to host the first Kentucky Nursery Growers Bus Tour. The group visited seven nurseries and one nursery supply dealer in central and northern Ohio. This cooperative effort between KDA, UK and KNLA offered food and travel for Kentucky growers to and from the Cleveland area. The trip enabled them to research new cultivars and production techniques, locate potential markets and network with other nurseries and growers.

The group visited nurseries using field-grown, container, and pot-in-pot tree and shrub production systems as well as nurseries that produce perennial liner stock. Issues concerning production, irrigation, water quality and retention, mechanization, labor, transportation and marketing were addressed. The group also got a glimpse at new cultivars and varieties not currently on the market and were able to ask nursery managers questions about industry trends.

"This trip gave us the opportunity to

get to know our Kentucky growers better and help us focus our efforts to better serve their needs," said Bill Holleran, KDA's nursery and greenhouse marketing specialist. "We have a viable nursery industry in Kentucky that produces some of the finest plant material anywhere."

According to the Kentucky Agricultural Statistics Service, greenhouse, nursery, sod, and Christmas trees accounted for more than \$41 million in sales in 2004, and floriculture accounted for more than \$36.5 million. "When you take into account equipment dealers, landscape architects, designers, installers and the work required to maintain, the total climbs to \$383 million (according to University of Kentucky estimates). It's easy to see the nursery and landscape industry is an economic driver for many ag-related industries in the Commonwealth," said Holleran.



**Bill Hendricks of Klyn Nurseries talks to Kentucky growers about the 2,000 different plants grown at the nursery.**

The Kentucky Department of Agriculture provides marketing assistance to nursery and greenhouse growers and maintains the Kentucky Landscape Plant Availability Guide for wholesale growers wishing to advertise. To locate Kentucky-grown wholesale plant material, visit the KDA Web site and click on "Plant Guide" in the list of resources. To contact Bill Holleran, call (502) 564-4983 or e-mail [bill.holleran@ky.gov](mailto:bill.holleran@ky.gov).

# Louisville Chef Represents Kentucky In Great American Seafood Cook Off

## Staff Report

The Kentucky Aquaculture Association sponsored Chef Jay Denham to participate in the Great American Seafood Cook Off at the Louisiana Foodservice Expo Aug. 6 at the Ernest N. Morial Convention Center in New Orleans to represent Kentucky aquaculture products. The event was covered nationally by reporters and editors of Coastal Living, Southern Living, local press, CNN, and The New York Times. The event was filmed by the Food Network with great enthusiasm and support for U.S. seafood.

Chef Jay Denham of Browning's and Park Place in Louisville represented Kentucky with his Cast Iron Seared Large-mouth Bass, Cornmeal Fried Trout, and

Fresh Water Prawn Fritter with Tomato Vinaigrette and Crispy Pork Belly. The bass was supplied by producer Robert Mayer (in the photo below).



"Chef Jay is a great asset to Kentucky's fine dining and a great supporter of Kentucky-grown products," said Angela Caporelli, aquaculture coordinator

and marketing specialist for the Kentucky Department of Agriculture. "Chef Jay is a leader in the use of locally grown products. His main priority is to give his customers the best of the best. He also sees the importance of supporting local farmers to get the best quality products from a very competitive marketplace. He knows high quality and has identified several fish growers that meet his high standards for freshness and taste."

The event was such a success for Kentucky aquaculture that there are plans to participate again in 2007. All chefs who use Kentucky-grown aquaculture products will be eligible. For more information, please contact Angela Caporelli at the Kentucky Department of Agriculture at (502) 564-4983 or [angela.caporelli@ky.gov](mailto:angela.caporelli@ky.gov).



# Youth Receive Scholarships at State Horse Show

## Staff Report

The Kentucky Department of Agriculture is proud to present 24 \$500 savings bonds to young people across the Bluegrass who participate in a district livestock show or a district 4-H horse show. There are four scholarships given in each of six livestock species: equine, beef, dairy, swine, sheep, and goat. Receiving the award is a distinguished honor, and each winner also receives an Honorary Commissioner of Agriculture award.

Jocelyn Bri Martin of Shepherdsville, Samantha Ann Schoemaker of Walton, Alexis McGonigle of Elizabethtown and Caleb Fogle of Lawrenceburg each received \$500 equine scholarships and an honorary Commissioner of Agriculture award during the state 4-H horse show at the Kentucky Exposition Center in Louisville on July 12. Michael Judge, executive director of the Kentucky Department of Agriculture's Office of Agriculture Marketing and Product Promotion, made the presentation on behalf of Agriculture Commissioner Richie Farmer.

The remaining 20 scholarships will be presented during the 2006 Kentucky State Fair. Congratulations to all who participated in the district and state 4-H horse shows, and those who will be recognized at the fair.



Pictured from left: Jocelyn Martin, Samantha Schoemaker, Alexis McGonigle, Caleb Fogle and Michael Judge.

## Need a market for your food products?

Are you a food producer looking for new markets? Want to expand your business? The Kentucky Department of Agriculture is collecting information from all producers who are interested in more opportunities, more education, and more new ideas!

All producers are encouraged to fill out a short survey to get started. As a result, you will receive free newsletters, opportunity updates, publications and more. If you haven't already completed the KDA Food Survey, please contact Sara Williamson, (502) 564-4983 or [sara.williamson@ky.gov](mailto:sara.williamson@ky.gov). The survey can also be found on the KDA Web site at [www.kyagr.com](http://www.kyagr.com).

# Sheep and Goat Summit Focuses on a Vision

## By Warren Beeler

Thirty sheep and goat producers along with support staff from the University of Kentucky, Kentucky State University, Morehead State University, Berea College and the Kentucky Department of Agriculture, met in Elizabethtown May 15-16 to discuss the future of these small ruminant industries. Kentucky currently has 1,100 sheep producers with an inventory of 35,000-38,000 head and 2,550 goat producers with an inventory of 68,000 head. The University of Kentucky organized the summit, which included two days of discussion about the progress of these industries in Kentucky.

Both industries determined five areas that would help them work as a collective group. These areas included: education, marketing, health, information, and taking a unified approach.

They determined that small ruminant producers must be efficient in converting forage to meat with limited grain inputs. The group determined that a "Master Herdsman Program," a parallel of UK's "Master Cattleman Program," would benefit new producers at an entry level and existing producers at an advanced level.

The group felt marketing efforts should continue to focus on graded and tel-o-auction markets. The group also identified marketing female replacement stock, marketing wool and wool products and processed meat as important topics.

Keeping sheep and goats healthy were additional concerns for producers who cited foot problems and parasite control as the two leading issues affecting animal health.

Most of the available information on sheep and goat production comes from

other states, leaving a real void to Kentucky producers on solving current problems in a timely manner. The untimely loss of Dr. Monte Chappel created a real void in sheep extension research. The group felt Kentucky needs applied research on sheep and goats along with improved communication between all players.

Finally, the sheep and goat state organizations have done an excellent job communicating individually but felt the need to join forces in an effort to have a collective voice for their organizations and to hire someone to work with them to promote and grow both associations. Hiring a state executive to work with both industries will be the driving force to implement plans to strengthen the industries and continue growing sheep and goat numbers in Kentucky.

# New Farmers' Market Concept in Boone County

By Kenn Gaines

Farmers' markets come in all shapes and sizes in Kentucky. The Boone County Farmers' Market may top them all with the opening of its \$1 million facility.

On July 8, the market opened just up the hill from its former location at the intersection of KY 18 and 237 between Florence and Burlington on the Cooperative Extension district's 15-acre campus.

The new market features a customer-friendly, open-air plaza design with spaces for 50 vendors. A wide plaza complete with benches and trees separates two rows of vendors. In the center of the market, an attractive free-standing demonstration kitchen sits with doors that open onto the plaza. The doors invite customers to enjoy learning to cook with local chefs and family and consumer science agents preparing local foods. A formal garden, where gardening classes will be held, is behind the market.

Coy Wilson, the market's manager, said, "This new facility is much more customer-friendly. Besides being a place shoppers can come and stay a while with its park-like atmosphere, it has a great flow of traffic so that each vendor is easily shopped."

In an article published in the Cincinnati Enquirer, GBBN Architects, designers of the market, explain that the market is designed to be environmentally friendly. The surface is made of light-colored pervious concrete that allows storm water to drain through the concrete and into bioswales, marsh-like areas with vegetation adjacent to



View of the market from the demonstration kitchen

the property.

Farmers who spend market days on blacktop will appreciate the cooler temperatures afforded by the lighter-colored concrete.

The new location offers amenities for the vendors that were not available at the old site. Each vendor's space includes access to electricity and the ability to have a phone line for credit and debit card transactions. Water hydrants are also available to vendors selling at the market for cleaning and watering purposes. Attractive street lamps with speakers for the market sound system are strategically located throughout the market.

For safety, each space has four metal anchors embedded in the concrete to secure tents on windy days.

"This facility is a new approach to farmers' markets in Kentucky," said Janet Eaton, marketing specialist for the Kentucky Department of Agriculture. "The market takes the successful open-air concept of farmers'

markets and makes it vendor- and customer-friendly. It's a beautiful place to shop, linger and visit with neighbors."

The Kentucky Department of Agriculture encourages all Kentuckians to visit their local farmers' markets this summer for the freshest produce, plants, meat products and value-added products available anywhere. KDA has registered over 100 farmers' markets across the Commonwealth. You can find the market nearest you by visiting [www.kyagr.com](http://www.kyagr.com) and selecting the "Farmers' Market" link.

The Boone County Farmers' Market is open seven days a week from 9 a.m. to 6 p.m. The market's Web site is [www.boonecountyfarmersmarket.com](http://www.boonecountyfarmersmarket.com). Contact Coy Wilson at (859) 586-6101 or [coy.wilson@uky.edu](mailto:coy.wilson@uky.edu) for more information.



Each vendor's space is equipped with a post that offers electric and phone line capabilities. Anchors for tents are embedded in the concrete (visible in front of post).

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**A Consumer Protection and Service Agency**

**Richie Farmer, Commissioner**

Bill Holleran, Newsletter Editor

100 Fair Oaks Lane, 5th Floor Frankfort, KY 40601

Phone: (502) 564-4983 Fax: (502) 564-0854

visit [www.kyagr.com](http://www.kyagr.com)

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